

Clean Energy Sales: The Value of Personal Connection

Understanding the key role of selling in educating your customers and overcoming objections

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Renewable Choice Energy



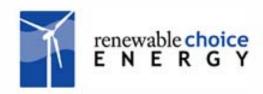


Overview/Topics

- Who we are
- Why sales?
- Education, education, education
- Understanding customer objections
- How market has changed over past several years increased competition
- Selling value, not price



Who we are



Full service renewable energy and marketing services provider, serving three key groups of partners and stakeholders

- Development partners
- Commercial and institutional clients
- Residential customers

Major clients

Mission: Build the nationwide community of renewable energy users









AMERICAN LUNG ASSOCIATION®

























AB Applied Biosystems



Enterprise

















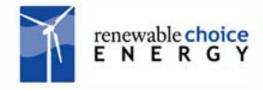












Why Sales?

While renewable energy purchases have exploded over the past five years, the market is still in its infancy stages.

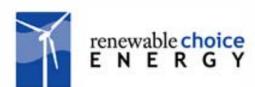
- Understanding of value proposition is minimal or non-existent
- Education needed at all levels of corporate structure

Personal interaction (sales) is the key to cutting through the clutter.

- Educate individuals making the decisions
- Identify champions
- Overcome objections
- Fight apathy and lethargy

Selling is not convincing, it's helping bring customers to a decision. Selling is the action of *telling your story*.





Biggest continuing challenge to our industry is...

Education, education, education



Why selling your story is so important: Press Education



Renewable Choice and our clients have been featured in:

Bloomberg



































Understanding Customer Objections



Standard:

- Decision-maker
- Budget
- Procrastination

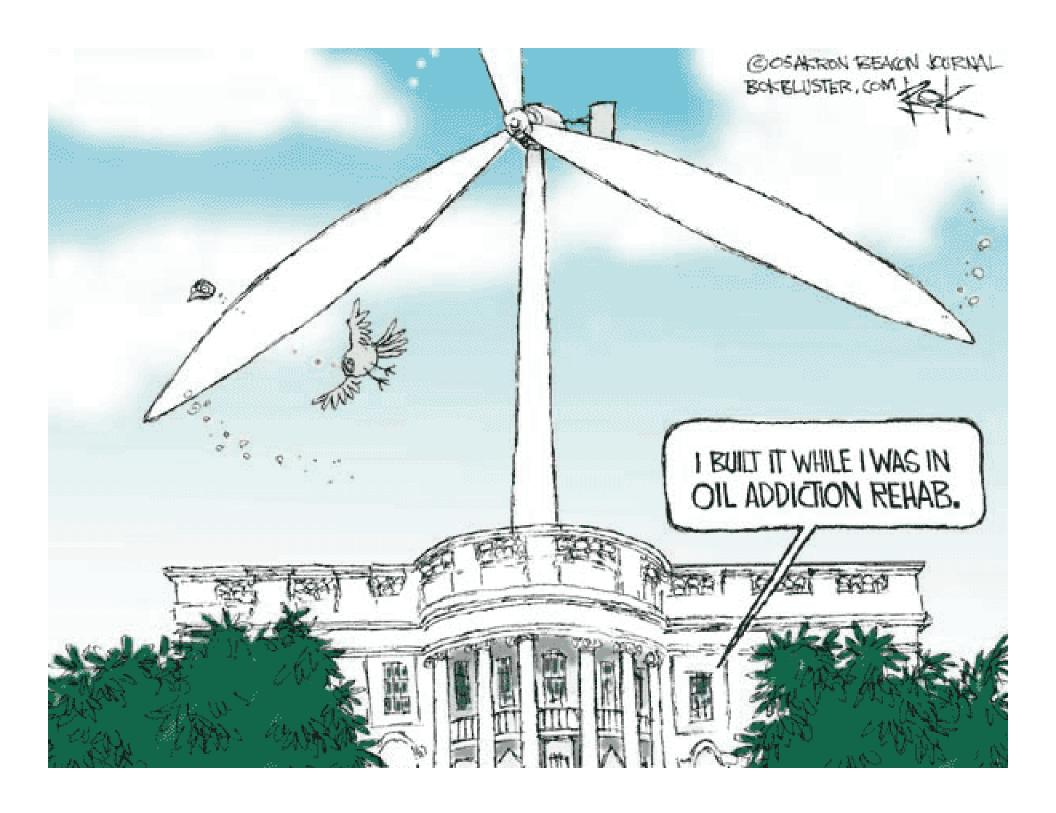
Unique to renewables and wind:

- REC misconceptions
- Birds
- Donation vs. Product

Funny:

All time classics







Isn't this just a donation?

- No! Voluntary doesn't equal donation
- This objection represents a fundamental misunderstanding of your product
- Finite supply, priced by the market
- Renewable energy costs more because it has more value.
- Use the organic produce or bottled water example
- Be careful and clear in articulating the mechanics of the transaction, as well as the value to them.
- For the market to fundamentally change, consumer understanding must move beyond the idea of charity. Buying renewable energy is a choice to take personal responsibility for your actions.



Competitive Sales Environment



Competition is good for the market.

- Helps build credibility
- Educates more consumers, expanding market
- Tens of thousands of businesses still untouched (over 99% of businesses in America have never been approached)
- Potential clients get better market view

Pitfalls:

- Environmental equivalents embarrassment
- Disingenuous differentiators
- Negative selling





Selling Value over Price

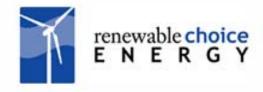
- Another benefit of direct sales interaction.
- Clients buying much more than a commodity
- Good price and good value are key to both customers and producer partners
- Bottom-feeder pricing is dangerous to the long-term health of this industry

Find the key value proposition

- Strengthen environmental image
- Differentiate from competition
- Reduce dependence on fossil fuels
- Show innovation
- Highlight ancillary achievement
- RIGHT THING TO DO

What is this worth?





Selling is our responsibility!

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